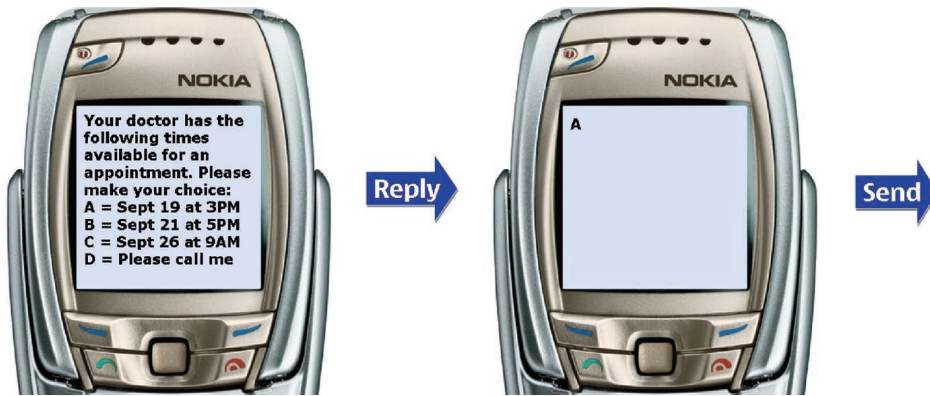


BookIT Brings Intelligent SMS to Enterprise Applications



BookIT's Dynamic Dialog Matrix enables intelligent SMS applications for business processes

The Short Message Service (SMS) has quickly become a boon to the business world as well as to consumers, but so far developers are only scratching the surface of its potential business usage. To more fully realize the benefits of SMS, businesses must integrate it into their business processes, and into their existing IT systems. When SMS is used as part of an overall business process that interacts with consumers, for example, then the enterprise has moved from traditional SMS to intelligent SMS.

Intelligent SMS is differentiated from traditional SMS in these ways:

- The service application is typically a rich enterprise application with business process data, compared to "lightweight" applications such as queries for traditional SMS.
- The transaction is "pushed" by the service application, compared to the mobile user "pull" method of traditional SMS.
- Intelligent SMS is typically interactive between the service application and the user, whereas traditional SMS is typically a one-way action.
- Intelligent SMS allows the user to respond to a message with a "one button" response, where traditional SMS requires the keying in of a response message.
- Authentication of the user with the server application is embedded and automatic in intelligent SMS, whereas traditional SMS may be based upon the mobile phone number, plus codes that must be entered by the user.

A pioneering enabler of intelligent SMS applications is BookIT Oy of Helsinki, Finland. The company's Dynamic Dialog Matrix (DDM) technology has enabled enterprises in several market segments to improve their business processes through customized implementations. These include applications in the airline and travel industries, construction industries, and more recently, the healthcare industry. BookIT is a Nokia Networks business partner.

Intelligent SMS in the Healthcare Industry

There are hundreds of ways that intelligent SMS can be applied in a given business, and according to BookIT president Jukka Salonen, the first step is in the analysis of the business processes themselves. "The process that we undertook with a major dental center here in Finland, is a good example," says Salonen. "First, we identified their business challenges. Then, we identified the bottlenecks in their present interaction with customers and patients. We then revitalized these processes by building a new mobile channel to customers. Finally, we introduced the new technology to enhance resource planning and patient management systems with intelligent SMS and push capabilities."

Book IT

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"The dental center estimates that it will reduce its percentage of appointment no-shows from 7 percent to 3 percent, with an estimated saving of more than 36,000 euros per year."

— Jukka Salonen, President, BookIT Oy

Looking Ahead

Moving forward, Salonen sees BookIT's relationship with Forum Nokia PRO and Nokia Networks as a growing one.

"As Nokia continues to introduce new devices, we will make sure that they work with our applications. When S60 3rd Edition devices begin to hit the market in 2006, for example, we will be exploring the opportunities offered by the new functionalities."

Continued

Scheduling Appointments

One result of this process was the creation of an intelligent-SMS based appointment scheduling process for one of the dental centers. The new application sent interactive SMS messages out to customers to handle such tasks as:

- Reminding the customer of an appointment
- Allowing the customer to reschedule appointments
- Confirming an appointment
- Proposing an appointment opportunity based upon another customer's cancellation
- Confirming a new appointment time

In each of these processes, the dental office system sends an intelligent SMS to the customer, and the customer responds with a simple, one-button choice. The customer's one-button response then activates the application's sending of an SMS back to the dental office.

A particularly useful part of this process is the ability to quickly reassign cancelled appointment times to other customers. For the customer, there is the benefit of receiving an earlier appointment time, and for the dental center, there is the benefit of quickly filling the hole in the dental calendar created by the original cancellation. There is now the option of offering the newly-available appointment time to VIP customers fifteen minutes before making it available to other customers. "This dental center, which handles more than 10,000 appointments per year, reduced its percentage of no-shows down from 7 percent to 3 percent," says Salonen. "At an average savings per no-show of about 90 euros, this presented them with an annual savings of more than 36,000 euros."

In addition, the application lessened the demand for the resources needed in the dental center's call centers. It enabled them to manage peak demands in a more efficient fashion, and reduced the amount of manual work and the total number of errors. It improved upon an older system that had long queues for scheduling appointments and lacked scheduled follow ups, recalls, or alerts for cancelled appointments.

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Motiwell's Application in Healthcare

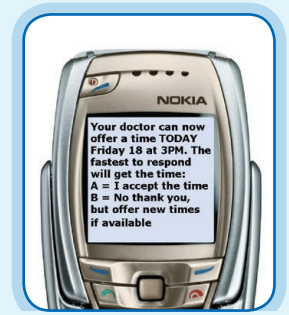
This type of intelligent SMS application is clearly not limited to the dental field. Motiwell, a Finnish healthcare company, has implemented the BookIT Intelligent SMS solution to monitor well-being of personnel at work in organizations. The application is tailored to the individual needs of the personnel in the organization. The application presents, for example, periodic questions about a user's mood to those going through challenging projects or a major restructuring of the organization. It also is configured to ask questions about conditions from those working in potential environmental hazard areas. In so doing, the application maintains the one-button response mechanism for ease of use.

"Typically it is a huge challenge for us to collect information from employees and patients participating in healthcare surveys. It can take days or weeks and the response rate can still stay low," says Matti Tiusanen, CEO at Motiwell Oy. "With the BookIT Intelligent SMS solution we have obtained excellent results. In a recent case with more than 500 participants, the response rate was 79 percent during the first day."

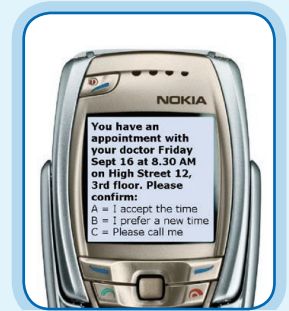
"There are many opportunities for intelligent SMS in the healthcare industry, and they go way beyond appointments applications," says Salonen. "There are applications in which people have chronic diseases and require heavy communication and monitoring. There are applications in monitoring the side effects of new medications, and in monitoring the success of treatment and quality of service that people receive." These types of follow-on applications also provide business opportunities for systems integrators and operators.

Developers interested in Forum Nokia PRO go to www.forum.nokia.com/pro.

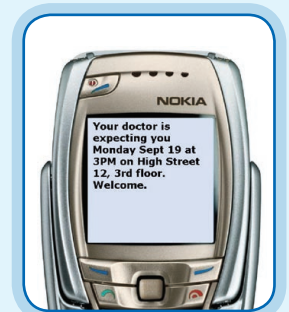
www.nokia.com/developer



Appointment proposal



Appointment reminder



Appointment confirmation

Nokia and BookIT

"Working with Forum Nokia PRO has been very rewarding for BookIT," says Salonen. "The collaboration with Nokia has helped BookIT in analyzing enterprise ROI cases and expanded our business in international markets by introducing us to global partners like Accenture, Electronic Data Systems (EDS), Proha Plc, and Nokia Networks." He says that Forum Nokia PRO has also invited BookIT to invitation-only events such as the Amsterdam Enterprise Summit in 2004.

"Forum Nokia PRO membership has also given BookIT access to new Series 40, S60 and Series 80 prototype handsets that are not available to ordinary developers," says Salonen. This has allowed BookIT to develop new software that takes advantage of the new advanced features of new and future Nokia Phones as they appear.